

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No. :	10/798,444	Docket No. :	11032/3069
Inventor :	Dwight Allen MERRIMAN	Confirmation No. :	5265
Filed :	March 12, 2004	Customer No. :	23838
Examiner :	James W. MYHRE	Art Unit :	3622

For : METHOD OF DELIVERY, TARGETING, AND MEASURING  
ADVERTISING OVER NETWORKS

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY TO OFFICE ACTION**

Sir:

In response to the Office Action mailed on July 12, 2007, the time for reply having been extended to November 13, 2007 by the accompanying petition for extension of time and due to November 12, 2007 falling on the Office's observance of Veterans' Day, Applicants respectfully request reconsideration of the application in light of the following remarks:

**Remarks** begin on page 2 of this paper.